

Our tips
growing your following

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01. Connect with other influencers.

The more you can connect and support others in the same space, the better! Frequently take time to share different accounts you love. Speak authentically about them and show your support! Kindly ask others in the same space to do the same for you. Help each other grow!



02. Get brands to share your content.

Creating content that targets brands with a large audience is a great way to get your content reposted and eyes on your platforms! Love Anthropologie? Take a good look at their content/style, purchase a new arrival from them and create content that fits their aesthetic. Post and tag and hopefully they ask to re-share!



03. Create viral content.

Have you ever posted something that had drastically more interest than other posts? Not only is it smart to focus on creating content that you already see performing well, but creating content that others want to share can also be powerful. Do you have a relatable story you want to tell in one of your posts? Sharing something that packs a punch and really resonates with others, will help your content get shared. You might have a video post of something that will make people laugh- share this! These are the types of posts we often see go viral.



04. Be active on IG stories.

Stories are where you can build the deepest connections with your audience. It is a closer look at who you are and serves as such a powerful place to connect. The less curated look into your life tends to offer so much value to your audience. Being active on stories will keep up some great momentum!

05. Find your niche.

If you have been struggling with growth for a long time, what you are currently doing isn't working. Was there a time when you were seeing a lot of growth? What were you posting? Or better yet, do certain posts perform much better for you? What are those posts and what about them do you think help them perform better?

Gone are the days of it being easy to grow (sorry to say!). You must think outside of the box. Find a niche! Change up what you are doing to find something that works! And remember, the more you are YOU and not trying to be someone else, the better off you will always be.

